

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 04515 180817Z

43

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W
----- 030502

R 180625Z JUL 74
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 2388

UNCLAS TAIPEI 4515

FOR OIM/MOORE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: GLOBAL MARKET RESEARCH: BID ON AIR AND WATER PURIFICATION
AND POLLUTION CONTROL EQUIPMENT, R.O.C.

REF : STATE A-891, 1/27/72; A-1716, 2/18/72; A-1810,
2/23/72; A-11780, 12/5/72; A-4497, 6/4/74

1. FOUR MARKET RESEARCH FIRMS WERE CONSIDERED TO SUBMIT
BIDS TO DO THE SUBJECT STUDIES ON THE GLOBAL MARKET RESEARCH.
(1) CHINA CREDIT INFORMATION SERVICE WAS NOT INVITED TO BID NKAVS POST
AWARDED TIR STUDY CONTRACT (HOTEL AND RESTAURANT
EQUIPMENT) TO THE FIRM IN LATE JUNE. (2) TAIWAN MARKET RE-
SEARCH CENTER WAS NOT INVITED TO BID AS THEIR EXPERIENCE
AND QUALIFICATIONS FOR A RESEARCH STUDY OF THIS TYPE MAY BE
LIMITED. (3) MANAGEMENT CONSULTANTS CORP., AND (4) PEAT,
MARWICK, MITCHELL & CO. SUBMITTED BID; AND THEY ARE:
A) MANAGEMENT CONSULTANTS CORP., A WELL ORGANIZED AMERICAN
FIRM ESTABLISHED IN TAIPEI IN MAY 1970. GILBERT B. MAR IS
THE GENERAL MANAGER, AND WAN-LI KIANG, A PHD ASSOCIATE
PARTNER, IS THE CHIEF OF MARKETING RESEARCH WITH A LARGE
STAFF PARTICIPATING IN MANY LARGE SCALED MARKET RESEARCH
STUDIES INCLUDING THE RECENT ONE "AIR POLLUTION STUDY FOR
THE TAIPEI AREA" WHICH RELATED TO THE SUBJECT RESEARCH
STUDY. THE FIRM HAS GOOD RELATIONS WITH LOCAL INDUSTRIAL
AND BUSINESS COMMUNITY AS WELL UH GOVERNMENT AGENCIES.
HAVING NO PREVIOUS SERVICE TO DOC, THE FIRM IS GLAD AND
CAPABLE TO CARRY OUT THE SUBJECT STUDIES. THE FIRM'S PRO-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 04515 180817Z

POSAL IS COMPLETE AND MEETS BID SPECIFICATIONS. THEY PLAN

TO ASSIGN A PARTNER AS PROGRAM MANAGER USING TWO OR THREE EXPERIENCED CONSULTANTS.

B) PEAT, MARWICK, MITCHELL & CO., A WORLDWIDE AMERICAN FIRM ESTABLISHED IN USA IN 1897. WALTER E. HANSON IS THE PRESIDENT AT THEIR HEAD OFFICE AT 345 PARK AVE., NEW YORK, N.Y. 10022. THEY HAVE MORE THAN 300 BRANCH OFFICES COVERING 60 COUNTRIES. PAUL J. PENROSE, MANAGER (AMERICAN), HEADS THEIR TAIPEI OFFICE WITH MITCHELL WANG (CHINESE), SYSTEM CONSULTANT, AS MARKETING RESEARCH SUPERVISOR. THE FIRM HAS PREVIOUS SERVICE TO DOC OVER 15 MARKET RESEARCH STUDIES INCLUDING "ENVIRONMENTAL CONTROL IN JAPAN, 1973" WHICH RELATED TO THE SUBJECT STUDIES. THE FIRM SUBMITTED THEIR PROPOSALS OF THE MARKET RESEARCH STUDIES FOR BOTH R.O.C. AND JAPAN. (BID: \$4,200 FOR R.O.C., \$4,500 FOR JAPAN, \$8,200 FOR BOTH R.O.C. AND JAPAN) THEY HAVE A LARGE OFFICE IN TOKYO AND LESS STAFF IN TAIPEI OFFICE, BUT WILL SEND THEIR CHIEF SPECIALIST OF TOKYO TEAM TO TAIPEI TO JOIN IN THE SUPERVISION FOR THE SUBJECT STUDIES IF A CONTRACT IS AWARDED TO THE FIRM.

2. SUMMARY OF BIDS:

FIRM	INTERVIEWS	COMPLETION EST.	BID
----	-----	-----	---
A)	80	IN 14 WEEKS	\$10,621.00
B)	30-40	IN 12 WEEKS	4,200.00

3. THE POST RECOMMENDS THAT A CONTRACT BE CONSIDERED WITH PEAT, MARWICK, MITNOELL & CO. FOR THE SUBJECT STUDY. THE FIRM HAS PREVIOUS SERVICE TO DOC WITH OVER 15 MARKET RESEARCH STUDIES. THEY SUBMITTED THE LOW BIT (ABOUT 60 PERCENT LOWER THAN THE OT KR BID) MEETING THE SPECIFICATIONS OF OIM.
UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TAIPEI04515
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740193-0362
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740736/aaaabexy.tel
Line Count: 97
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-891, 1/27/72; A-1716, 2/18/7, 2; A-1810
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 04 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 OCT 2002 by ThomasVJ>; APPROVED <16 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: BID ON AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT, R.O.C.
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005